

AMENDED IN SENATE MARCH 29, 2012

SENATE BILL

No. 1295

Introduced by Senator Huff
(Principal coauthor: Senator Fuller)
(Coauthors: Senators Dutton, Harman, and Runner)

February 23, 2012

An act to add Section 27906.3 to the Vehicle Code, relating to vehicles.

LEGISLATIVE COUNSEL'S DIGEST

SB 1295, as amended, Huff. Vehicles: schoolbuses: advertisements.

Existing law requires every schoolbus, while being used for the transportation of school pupils at or below the 12th grade level, to bear upon the front and rear of the bus a plainly visible sign containing the word "schoolbus" in letters not less than 8 inches in height. Existing law requires that the letters on schoolbus signs be of proportionate width.

This bill would, *notwithstanding any other law*, authorize a local school district to ~~operate~~ *approve the placement of commercial advertisements on the exterior of a schoolbus, as defined, upon which the school district has affixed commercial advertisements, notwithstanding any restrictions in law or regulation regarding the signage that may be affixed on a schoolbus subject to specified restrictions, that require, among other things, that the district adopt policies and guidelines in connection with the content of the advertising.*

The bill would require the Department of the California Highway Patrol to adopt and enforce rules and regulations relating to the design, placement, and size of the signage on the exterior of the schoolbus. The bill would prohibit a schoolbus from having more than 2 advertisements

at a time and would prohibit each advertisement from covering more than 35% of the space available.

Vote: majority. Appropriation: no. Fiscal committee: ~~no~~-yes.
State-mandated local program: no.

The people of the State of California do enact as follows:

1 SECTION 1. Section 27906.3 is added to the Vehicle Code,
2 to read:

3 27906.3. Notwithstanding ~~Section 27906~~ or any other law
4 ~~restricting the signage that may be affixed on a school bus, a school~~
5 ~~district may operate a school bus, as defined in Section 545, upon~~
6 ~~which the school district has affixed commercial advertisements.~~
7 , a local school district may authorize the placement of commercial
8 advertisements on the exterior of a schoolbus, subject to the
9 following restrictions:

10 (a) The district shall adopt policies and guidelines in connection
11 with the content of the advertising. At a minimum, the district shall
12 not enter into an agreement with any person that would cause or
13 permit any advertisement to display or advertise material that does
14 any of the following:

15 (1) Solicits alcohol, tobacco, firearms, or sexually explicit
16 material.

17 (2) Is discriminatory in nature or content.

18 (3) Implies or declares endorsement of the product or service
19 by the school district.

20 (4) Is inappropriate for or insensitive to children in the
21 community.

22 (5) Contains material that is political in nature or relates to a
23 political activity, campaign, or candidate.

24 (6) Contains material effecting the establishment of religion.

25 (7) Is false, misleading, deceptive, or promotes an illegal activity
26 or antisocial behavior.

27 (b) The Department of the California Highway Patrol shall
28 adopt and enforce rules and regulations relating to the design,
29 placement, and size of the signage on the exterior of a schoolbus,
30 including a prohibition against signage that does any of the
31 following:

32 (1) Extends from the body of the schoolbus so as to allow a
33 handhold or poses a danger to pedestrians.

- 1 (2) *Covers any structural or sheet metal damage or alteration.*
- 2 (3) *Interferes with the operation of any door, window, required*
- 3 *lettering, lamp, reflector, or other device.*
- 4 (4) *Is placed on a side emergency door or the back of the*
- 5 *schoolbus.*
- 6 (5) *Interferes with schoolbus identification.*
- 7 (6) *Is digital or electronic.*
- 8 (c) *A schoolbus may not have more than two advertisements at*
- 9 *a time, and each advertisement shall not cover more than 35*
- 10 *percent of the space available.*